Listing of the Claims:

The following listing of claims will replace all prior versions and listings of claims in the application.

1.-22. (Canceled)

23. (Previously Presented) An isolated nucleic acid molecule encoding a wild-type, nucleus-derived moss expression promoting region (MEPR).

24. (Previously Presented) The isolated nucleic acid molecule of claim 23, wherein the MEPR is from Physcomitrella, Funaria, Sphagnum, Ceratodon, Marchantia, or Sphaerocarpos.

25. (Previously Presented) The isolated nucleic acid of claim 24, wherein the MEPR is from Physcomitrella patens, Funaria hygrometrica and Marchantia polymorpha.

26. (Previously Presented) The isolated nucleic acid molecule of claim 23, wherein the MEPR has a sequence of any of SEQ ID NOs: 1-27 or an expression promoting fragment thereof.

27. (Previously Presented) The isolated nucleic acid molecule of claim 23, further comprising a moss promoter.

28. (Previously Presented) The isolated nucleic acid molecule of claim 27, further defined as comprising a 5'-UTR region and/or a 5'-intron and/or a 3'-UTR.

29. (Previously Presented) The isolated nucleic acid molecule of claim 23, wherein the MEPR has an expression promoting activity that is at least equal to the expression promoting activity of cauliflower mosaic virus (CaMV) 35S promoter.

30. (Previously Presented) The isolated nucleic acid molecule of claim 23, wherein the MEPR has an expression promoting activity that is at least 200% of the expression promoting activity of cauliflower mosaic virus (CaMV) 35S promoter.

31. (Previously Presented) The isolated nucleic acid molecule of claim 30, wherein the MEPR has an expression promoting activity that is at least 500% of the expression promoting activity of cauliflower mosaic virus (CaMV) 35S promoter.

32. (Previously Presented) The isolated nucleic acid molecule of claim 30, wherein the MEPR has an expression promoting activity that is at least 1000% of the expression promoting activity of cauliflower mosaic virus (CaMV) 35S promoter.

33. (Previously Presented) The isolated nucleic acid molecule of claim 23, further comprising a coding region for a recombinant polypeptide product under control of the MEPR.

34. (Previously Presented) The isolated nucleic acid molecule of claim 23, further comprising a selection marker.

35. (Previously Presented) The isolated nucleic acid molecule of claim 23, further comprising at least one sequence that is homologous to a genomic sequences of a species to be transformed.

36. (Previously Presented) The isolated nucleic acid molecule of claim 23, further defined as comprising an antisense or ribozyme molecule.

37. (Previously Presented) A method for the expression of a recombinant polypeptide product in an eukaryotic host cell comprising:

providing a recombinant DNA cloning vehicle comprising an isolated nucleic acid molecule encoding an MEPR of claim 23 and a coding sequence for said recombinant polypeptide product under the control of the MEPR;

transforming said eukaryotic host cell that does not naturally harbour said coding sequence under the control of said MEPR with the cloning vehicle;

culturing the transformed eukaryotic host cell in a suitable culture medium;

allowing expression of said recombinant polypeptide; and

isolating the expressed recombinant polypeptide.

38. (Previously Presented) The method of claim 37, wherein said eukaryotic host cell is a plant cell.

39. (Previously Presented) The method of claim 38, wherein the plant cell is a moss cell.

40. (Previously Presented) The method of claim 38, wherein the plant cell is a Physcomitrella patens cell.

41. (Previously Presented) The method of claim 37, wherein said host cell is a protonema moss tissue cell.

42. (Previously Presented) The method of claim 37, wherein the culture medium is free of added phytohormones.

43. (Previously Presented) The method of claim 37, wherein the cell is a Physcomitrella, Funaria, Sphagnum, Ceratodon, Marchantia, or Sphaerocarpos cell.

44. (Previously Presented) The method of claim 37, wherein the host cell expresses said recombinant polypeptide product transiently.

45. (Previously Presented) The method of claim 37, further defined as a method for industrially producing the polypeptide.

46. (Previously Presented) The method of claim 37, further defined as a method for providing recombinant cells producing said polypeptide.

47. (Previously Presented) The method of claim 46, wherein the recombinant cells are further defined as recombinant moss cells expressing said polypeptide.

48. (Previously Presented) The method of claim 37, further defined as a method for screening and defining consensus sequences for expression promoting regions.

49. (Previously Presented) The method of claim 37, further defined as a method for recombinant expression of post-translationally modified proteins.

50. (Previously Presented) The method of claim 49, further defined as a method for production of post-translationally modified proteins.

51. (Previously Presented) The method of claim 37, further defined as a method for in vitro expression of recombinant proteins.

52. (Previously Presented) The method of claim 37, further defined as a method for recombinant expression of metabolism modifying proteins.